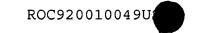
THE INVENTION CLAIMED IS:

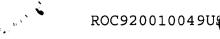
- A method of communicating with a customer,
- 2 comprising:
- 3 receiving a signal that indicates arrival of
- 4 a customer at a service facility;
- in response to the received signal, accessing
- 6 a database to retrieve first data concerning the customer;
- 7 and
- 8 on the basis of the retrieved first data,
- 9 transmitting second data to the customer.
- 1 2. The method of claim 1, wherein the
- 2: transmitting step includes transmitting the second data to a
- 3 computing device carried by the customer.
- 1 3. The method of claim 2, wherein the signal is
- 2 received from the computing device carried by the customer.
- 1 4. The method of claim 1, wherein the signal is
- 2 received from a device carried by the customer.
- 1 5. The method of claim 4, wherein the device
- 2 carried by the customer is a computing device.
- 1 6. The method of claim 1, wherein the first data
- 2 includes the second data.
- 1 7. The method of claim 1, wherein the service
- 2 facility is an airline terminal.

- 1 8. The method of claim 7, wherein the first data
- 2 includes flight reservation information.
- 1 9. The method of claim 7, wherein the second
- 2 data includes instructions for checking-in for a flight.
- 1 10. The method of claim 7, wherein the second
- 2 data includes a notification that a flight is delayed or
- 3 canceled.
- 1 11. The method of claim 10, wherein the second
- 2 data includes information concerning a substitute flight.
- 1 12. The method of claim 10, wherein the second
- 2 data includes information concerning a hotel reservation.
- 1 13. A system for providing communication between
- 2 a customer and a service provider, comprising:
- a portable computing device carried by the
- 4 customer; and
- a computer operated by the service provider
- 6 and programmed to:
- 7 receive a signal that indicates that the
- 8 customer has arrived at a service facility;
- 9 in response to the received signal,
- 10 access a database to retrieve first data concerning the
- 11 customer; and

- on the basis of the retrieved first 12
- 13 data, transmit second data to the portable computing device
- carried by the customer. 14
 - The system of claim 13, wherein the signal is 1
 - 2 transmitted from the portable computing device carried by
 - the customer. 3
 - The system of claim 13, wherein the portable 15. 1
 - 2 computing device is a personal digital assistant (PDA).
 - 1 16. The system of claim 13, wherein the first
 - 2 data includes the second data.
- The system of claim 13, wherein the service 1 17.
- 2 facility is an airline terminal.
- 1 . The system of claim 17, wherein the first
- data includes flight reservation information. 2
- 1 The system of claim 17, wherein the second
- data includes instructions for checking-in for a flight. 2
- The system of claim 17, wherein the second 20. 1
- 2 data includes a notification that a flight is delayed or
- 3 canceled.
- 1 21. The system of claim 20, wherein the second
- data includes information concerning a substitute flight. 2



- 1 22. The system of claim 21, wherein the second
- 2 data includes information concerning a hotel reservation.
- 1 23. A method of communicating with a customer,
- 2 comprising:
- automatically detecting arrival of a customer
- 4 at a service facility;
- 5 identifying the customer;
- 6 retrieving information related to the
- 7 customer from a database; and
- 8 transmitting a message to the customer via a
- 9 computing device carried by the customer.
- 1 24. The method of claim 23, wherein the computing
- 2 device is a personal digital assistant (PDA).
- 1 25. The method of claim 23, wherein the computing
- 2 device is a cellular telephone.
- 1 26. A method of communicating with a customer at
- 2 an airline terminal, comprising:
- 3 receiving a signal that indicates arrival of
- 4 the customer at the airline terminal; and
- in response to receipt of the signal,
- 6 transmitting data via a wireless communication channel to a
- 7 portable computing device carried by the customer.
- 1 27. The method of claim 26, further comprising
- 2 displaying the transmitted data via a display device that is
- 3 part of the portable computing device.



- 1 28. The method of claim 26, further comprising
- 2 retrieving the data from a database prior to the
- transmitting step. 3
- The method of claim 26, further comprising 1 29.
- 2 identifying the customer on the basis of the received
- 3 signal.
- The method of claim 26, further comprising 1 30.
- determining whether the customer's flight is on time, the 2
- transmitted data indicating a result of the determining 3
- 4 step.
- The method of claim 30, further comprising 31. 1
- presenting an alternative flight to the customer if it is 2
- 3 determined that the customer's flight is not on time.
- The method of claim 30, further comprising 1 32.
- booking a hotel room for the customer if it is determined 2
- 3 that the customer's flight is not on time.
- A computer program product comprising: 1 33.
- 2 a medium readable by a computer, the computer
- 3 readable medium having computer program code adapted to:
- receive a signal that indicates arrival 4
- of a customer at a service facility; 5
- 6 in response to the received signal,
- access a database to retrieve first data concerning the 7
- 8 customer; and

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10	data,	transmit	second	data	to	the	Cl	ston	ner.		

1	34. A computer program product comprising:
2	a medium readable by a computer, the computer
3	readable medium having computer program code adapted to:
4	automatically detect arrival of a
5	customer at a service facility;
6	identify the customer;
7	retrieve information related to the
8	customer from a database; and
9	transmit a message to the customer via a
10	computing device carried by the customer.

A computer program product comprising: a medium readable by a computer, the computer readable medium having computer program code adapted to: receive a signal that indicates arrival of a customer at an airline terminal; and in response to receipt of the signal, transmit data via a wireless communication channel to a

8 portable computing device carried by the customer.